

COCO

NUTLIX

ASSESSA

INNOVATION FOR A GREENER WORLD



NATURAL
ORIGIN
97.87%

COCONUT

Coconut is the fruit of the Coconut Palm tree (*Cocos nucifera*). The term is derived from the 16th-century Portuguese and Spanish word “coco” meaning “head” or “skull” (Wikipedia, April 19, 2019). Coconuts are known for their versatility of uses. The inner flesh of the mature seed forms a regular part of the diets of many people in the tropics and subtropics, and it’s rich in oil (coconut oil). Coconuts are different from other fruits because their endosperm contains a large quantity of clear liquid, called “coconut water” in the literature. When not ripe they may be harvested only for the water.

COCONUT OIL

The emollient properties of coconut oil make it a popular choice for cosmetic products, used to moisturize and soften the skin and hair. ASSESSA uses extra virgin organic coconut oil in NUTLIX COCONUT. The oil carries IFOAM, ISO/IEC 17065 Demeter and USDA/NOP certifications. Selected coconuts are collected from organically-grown coconut palms, processed to remove endosperm and shell, and fresh coconut inner flesh is cold processed to produce the coconut oil used in NUTLIX COCONUT. Our coconut oil supply chain adopts fair trade practices and is certified against child labor.

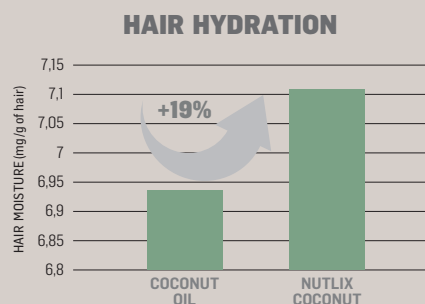
COCONUT WATER

Coconut water is a traditional tropical beverage whose popularity on the international market has been continuously increasing in recent years, mainly due to its high nutritional value and some potential therapeutic properties. Assessa uses eco-friendly coconut water in NUTLIX COCONUT. The production chain of coconut water is 100% controlled, and the process of extracting the water follows strict quality and environmental standards.

HAIR HYDRATION

NUTLIX COCONUT x COCONUT OIL

Human hair is a highly organized structure and any damage has an adverse effect on its water balance. The condition of the hair affects its ability to retain the proper amount of water, resulting dry and brittle hair. Virgin Coconut Oil (VCO) has been widely used in cosmetic formulas to replace the lipids and to lock water inside the hair fibers. In this study we compared the ability of VCO and NUTLIX COCONUT to lock moisture inside the hair using Thermogravimetry (TG). NUTLIX COCONUT retains 19% more water into the hair fiber when compared to Virgin Coconut Oil. See graphic below.



COCO

NUTLIX

NUTLIX COCONUT

It's a perfectly balanced combination between a selected fraction of eco-friendly coconut water and extra virgin organic coconut oil creating a unique product that may powerfully moisturize skin and hair. NUTLIX COCONUT improves skin firmness and elasticity.

USAGE LEVEL

We recommend use between 2% and 3% in all applications to obtain the benefits.

INCI NAME

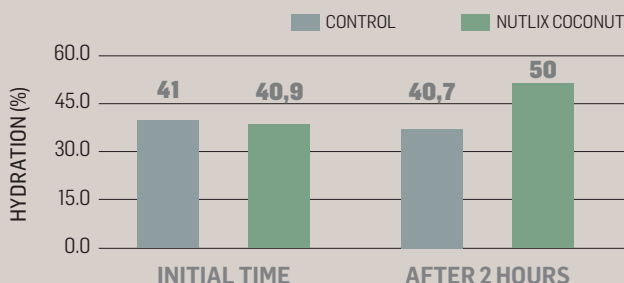
Cocos Nucifera Fruit Juice, Cocos Nucifera Oil, Glyceryl Stearate, Lecithin, Xanthan Gum, Tocopheryl Acetate, Aqua, Sodium Benzoate and Potassium Sorbate

SKIN HYDRATION

Dry skin is characterized by a lack of gloss and flexibility, with a rough look and tendency to scaling. This type of skin requires specific care, as lack of hydration may compromise skin integrity. Assessing the water contents in the skin is critical in studies on the efficacy of cosmetic products designed to hydrate the skin.

NUTLIX COCONUT AND SKIN HYDRATION

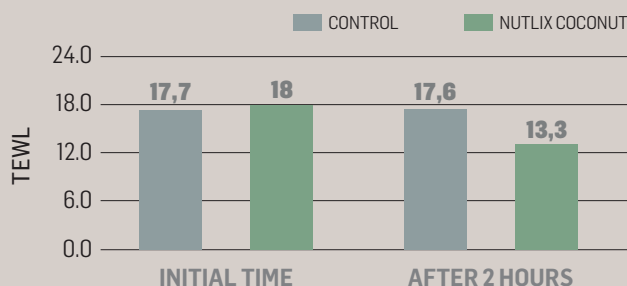
The purpose of this study was to assess the improvement in skin hydration provided by the cream using 3% of NUTLIX COCONUT. The skin hydration was evaluated through the measurement of the capacitance of the skin (Corneometry technique - Corneometer® 825). Results are seen below.



NUTLIX COCONUT increased the level of skin hydration by 23.1% after 2 hours of the application, compared to the initial condition and the control.

SKIN BARRIER INTEGRITY

The skin barrier integrity was evaluated through the measurement of transepidermal water loss (TEWL) of the skin (Evaporimetry technique - Tewameter® 300). NUTLIX COCONUT decreased the level of skin TEWL rate by 24.8% after 2 hours of the applications of a cream using 3% of NUTLIX COCONUT.



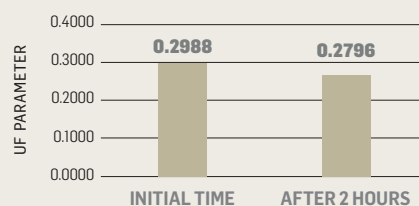
SKIN MECHANICAL PROPERTIES

Skin mechanical properties have been the object of studies related to the efficacy of skin care ingredients, with particular focus on changes caused by aging such as skin sagging, dehydration and loss of elasticity.

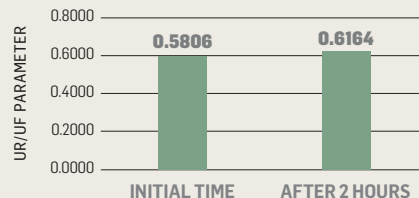
SKIN FIRMNESS AND ELASTICITY

The purpose of this study was to assess the improvement of skin firmness and elasticity after 2 hours of the application of a cream using 3% of NUTLIX COCONUT. The evaluation of the skin firmness and elasticity was performed by cutometry measurements (Cutometer® MPA-580, CK-Eletronics). The improvement in skin firmness and elasticity was assessed by Uf and Ur/Uf parameters, respectively. Results are seen below.

SKIN FIRMNESS



SKIN ELASTICITY



NUTLIX COCONUT provided a significant increase of 6.6% in skin firmness and 6.5% in skin elasticity after 2 hours of application.



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